

## Crystalbrook Collection Announces New Area General Manager for Cairns

**Sydney, Australia – 23 August 2023:** Crystalbrook Collection, Australia’s largest independent five-star sustainably led hospitality company, announces the appointment of a new Area General Manager for Cairns, Luke James.

Based at Crystalbrook Flynn, Luke James brings with him a wealth of expertise in hotel management and luxury guest experience, having accumulated over 20 years of experience delivering quality services across a range of upscale hotels, resorts and beach clubs. Prior to joining Crystalbrook Collection, Luke spent the last 15 years in the vibrant city of Dubai.

“We are delighted to have Luke join us at Crystalbrook in a senior leadership role in Cairns. Luke returns to Australia with significant experiences in upscale hospitality, initially in Australia with a focus on culinary restaurants and bars, and then a combined 15 years in General Manager roles in the UAE. He has a passion for delivering amazing customer experiences and with a strong belief in the importance of Crystalbrook Collection’s sustainability values”, says Geoff York, CEO of Crystalbrook Collection.

In his new role with Crystalbrook, Luke will oversee the three Cairns properties of Riley, Bailey and Flynn. As the Area General Manager, he will play a pivotal role in charting the strategic direction of the Cairns management. Luke’s collaboration with the destination and stakeholders will be instrumental in driving forward the “Leave Greater” initiative in partnership with TTNQ (Tourism Tropical North Queensland).

Reflecting on his return to Australia and joining the Crystalbrook Collection, Luke, said “Whilst I cherished my time in the Middle East, I have spent 15 years watching and admiring Mr About’s growth and diversification strategy across his many business’. It is now an honour and privilege to return home to help operate and grow his hotel and resort portfolio in Australia.”

When asked about his decision to join the portfolio, Luke said; “A combination of Crystalbrook Collection’s reputation and strategic pillars such as sustainable and innovative luxury, very much align to my values and made it easy to make the decision to return to Australia. I can’t wait to oversee these three stunning properties in an iconic part of Australia, the gateway city to the Great Barrier Reef”.

Luke’s appointment marks an exciting chapter for Crystalbrook Collection, as they continue to elevate their hospitality experience and reinforce their commitment to sustainable practices and guest experiences.

**Editor’s Notes** - *What’s in a name? Well, all of our love, sweat and tears as we see our family of hotels grow. Please note, Crystalbrook hotel names should not be shortened or altered.*

*E.g. Crystalbrook Kingsley should not be referred to as The Kingsley or Kingsley.*

*Correct hotel names:*

*- Crystalbrook Albion*

*- Crystalbrook Bailey*

- *Crystalbrook Byron*
- *Crystalbrook Flynn*
- *Crystalbrook Kingsley*
- *Crystalbrook Riley*
- *Crystalbrook Vincent*

– ENDS –

### About Crystalbrook

Crystalbrook is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

The Group also owns and operates a collection of sixteen restaurants and bars, three spas, and Crystalbrook Superyacht Marina in Port Douglas.

### Responsible Luxury

Responsible Luxury and sustainability is at the forefront of the way Crystalbrook thinks and operates. At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Sourcing at least 80% of produce from within a three-hour drive of each hotel
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugar cane and corn starch.

### Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is part of Ghassan About Group promoted by international entrepreneur and philanthropist Ghassan About. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, Jordan and Turkey.

**For further information:**

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